IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:	)	Group Art Unit: UNKNOWN
ELDERING ET. AL	)	
	)	
Serial No.: UNKNOWN	)	Examiner: UNKNOWN
	)	
Filed: 12/03/98	)	
	)	
For:	)	Attorney Docket No.: T702
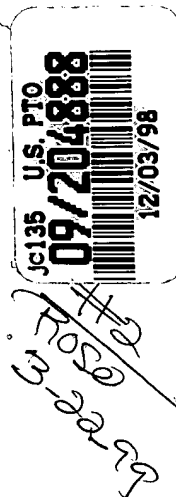
INFORMATION DISCLOSURE STATEMENT

Honorable Commissioner of
Patents and Trademarks
Washington, DC 20231

Dear Sir:

Attached hereto is Form PTO-1449 listing documents believed to be relevant to the above-captioned application.   It is respectfully requested that these documents be considered by the Examiner.

This disclosure statement should not be construed as a representation that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

It is believed that this disclosure complies with the requirements of 37 C.F.R. §§ 1.56, 1.97, and 1.98, and the Manual of Patent Examining Procedures § 609.   If for some reason the Examiner considers otherwise, it is requested that the undersigned be contacted by telephone promptly so that any deficiency can be remedied.

A copy of each document is enclosed.

Some of the documents may have markings thereon.   No significance is intended to be attached to the markings.

The submission of these documents is not intended to be deemed an admission that they constitute analogous art.

The relevance of each document will be discussed as follows:

Document AA (U.S. Patent No. 4,258,386) discloses a television audience measuring system. The system monitors and stores information representative of channel identification, the time at which the channel is selected and the time at which the selection of a channel is terminated.

Document AB (U.S. Patent No. 4,546,382) discloses a television and market research data collection system and method. A data collection unit containing a memory, stores data as to which of the plurality of TV modes are in use, which TV channel is being viewed as well as input from a suitable optical scanning device.

Document AC (U.S. Patent No. 5,223,924) discloses a system and method for automatically correlating user preferences with a TV program information database. The system includes a processor that performs "free text" search techniques to correlate the downloaded TV program information with the viewer's preferences.

Document AD (U.S. Patent No. 5,579,055) discloses an electronic program guide (EPG) and text channel data controller. The text and EPG data are embedded in the vertical blanking interval of the video signal and extracted, at reception, by the data controller. The EPG contains information fields such as program category, program subcategory and program content description.

Document AE (U.S. Patent No. 5,596,373) discloses a method and apparatus for providing program oriented information in a multiple station broadcasting system. The EPG data include guide data, channel data and program data. The program data includes

among other information, the program title, the program category, the program sub-category and a detailed description of the program.

Document AF (U.S. Patent No. 5,608,445) discloses a method and device for data capture in television viewers research. Devices are attached to a video installation in order to determine to which channel a set is tuned.

Document AG (U.S. Patent No. 5,619,709) discloses a system and method of context vector generation and retrieval. Context vectors represent conceptual relationships among information items by quantitative means. A neural network operates on a training corpus of records to develop relationship-based context vectors based on word proximity and co-importance. Geometric relationships among context vectors are representative of conceptual relationships among their associated items.

Document AH (U.S. Patent No. 5,704,017) discloses a collaborative filtering system utilizing a belief network. The system learns a belief network using prior knowledge obtained from an expert in a given field of decision making and a database containing empirical data such as users' attributes as well as their preferences in that decision making field. The belief network can determine the probability of the unknown preferences of the user given the known attributes and thus predicts the preference most likely to be desired by the user.

Document BA (Marketing literature, Firefly Corporation, "Firefly passport Office," printed from the World Wide Web site http://www.firefly.net/company/PassportOffice.html on June 20,

1998) discloses Firefly's Relationship Management software. The software enables online businesses to create, extend and manage personal profiles for every user.

Document BB (Net Perceptions corporation, white paper entitled "Adding Value in the Digital Age," printed from the World Wide Web site http://www.netperceptions.com/products/white-papers.html on June 30, 1998) discloses how the GroupLens Recommendation Engine gives online businesses the ability to target and personalize services, content, products and advertising. A learning process learns personal information about an individual using explicit and implicit ratings, a prediction process predicts user preference using collaborative filtering and the recommendation process recommends products or services to users based on predictions.

Document BC (Product literature, Aptex software Inc., "SelectCast for Ad Servers," printed from the World Wide Web site http://www.aptex.com/products-selectcast-ads.htm on June 30, 1998) discloses an ad targeting system from Aptex Software Inc. The system employs neural networks and a context vector data model to optimize relationships between users and content. It provides user profiling by mining the context and content of all actions including clicks, queries, page views and ad impressions.

Document BD (Product literature, Aptex software Inc., "SelectCast for Commerce Servers," printed from the World Wide Web site http://www.aptex.com/products-selectcast-commerce.htm on June 30, 1998) discloses the product SelectCast for Commerce Servers from Aptex Software Inc. It personalizes online shopping based on observed user behavior. User interests are learned based

on the content they browse, the promotions they click and the products they purchase.

Document BE (Media Metrix Frequently Asked Questions, printed from the World Wide Web site http://www.mediametrix.com/interact_mmfaq.htm on June 30, 1998) discloses Media Metrix software, PC Meter, that runs in the background of a PC and monitors everything being done on that machine. It determines who is using the PC by age, income, gender and geographic region and tracks usage of software application, commercial online services and detailed page level viewing of the WWW.

Document BF (Product literature, Engage Technologies, "Engage.Discover," printed from the World Wide Web site http://www.engagetech.com on July 09, 1998) discloses Engage Technologies product for user profiling. User-disclosed information such as interest, demographics and opinions are combined with anonymous clickstream data that describes where users came from before visiting the site, how long they stay, and what pages or types of pages they visit most frequently to build the visitor profile.

Document BG (Product Data sheet, Open Sesame, "Learn Sesame," printed from the World Wide Web site http://www.opensesame.com/prod_04.html on July 09, 1998) discloses Open Sesame's personalization product for Web enterprises. It learns about users automatically from their browsing behavior.

Document BH (Marketing literature, Broadvision. "The Power of Personalization", printed from the World Wide Web site

http://www.broadvision.com/content/corporate/brochure/Broch4.htm
on August 21, 1998) discloses BroadVision One-to-One application
profiling system. The system learns about users through a variety
of techniques including registration, questionnaires, observation
and integration of historical and externally generated data.

Respectfully submitted,

_____   Date: <u>December 2, 1998</u>
John P. Blasko
Reg. No. 31,149

J.P. Blasko Prof. Corp.
111 North Broad Street
Doylestown, PA 18901
(215) 348-7775